

# 3 real-life omnichannel examples using direct mail

# Lob

When you think of omnichannel marketing, you often think of consistent messaging and connected touchpoints across all your digital channels. But have you considered how offline channels like direct mail figure into your strategy?

Here are four real-life examples of companies using their online and offline channels to drive greater engagement, ROI, and campaign efficiency.

## NO.1

### Marley Spoon feeds growth with 20% conversions in a single quarter

Marley Spoon sends recipes and pre-portioned seasonal ingredients in one convenient box, making it easy to cook a delicious dinner at home. The CRM reactivation team at Marley Spoon, led by Malin Dettmann-Levin, partnered with Lob to reactivate its churned customer base using intelligent, direct mail. The reactivation campaign focused on high-value customers to maximize ROI using real-time data and user attributes.

What happened next surprised them. The direct mail reactivation campaigns drove 20% of conversions.

“Often, as marketers, we think of direct mail as an ancient channel, but it works surprisingly well! I was shocked to see that it drove so many conversions. Considering we haven't done much, it's a huge contribution as it's already a fifth of all paid activations.”



Malin Dettmann-Levin  
CRM Lead Reactivation, Marley Spoon



Based on the results, the team plans to incorporate direct mail into its broader omnichannel marketing strategy.

“We want to leverage direct mail even more in automated lifecycles. I would like to see it as an always-on part of our automated campaigns. And of course, in monthly campaigns we send. Direct mail should be a standard part of our marketing mix,” says Dettmann-Levin.

**Read the full story and get the recipe for success**



**Book a demo**

NO.2

## Realeflow increased product adoption with direct mail

Realeflow is an integrated SaaS marketing platform built specifically for real estate investors. Its users rely on the platform to use digital marketing channels, like building search-optimized websites and email marketing. But historically, direct mail is one of the best channels for real estate investors to generate leads.

The company integrated its tool with Lob, so its users could easily use Realeflow's direct mail features for prospecting and acquisitions. Realeflow users could now use a library of direct mail templates, choose from various letter sizes, upload large sets of images, and even connect with the company's developers for assistance.

After expanding Realeflow's direct mail features, there was a 200% increase in accounts using Realeflow's direct mail tool and a 300% increase in created direct mail campaigns on the platform.

**Bringing the online and offline together was a game-changer for Realeflow**



**Lob**

NO.3

## On the Highway to Success: How iExit Drives Results

iExit is a free app trusted by thousands of travelers to guide them to the best stops on their current route on U.S. interstates.

iExit was looking to acquire new customers to fuel its growth and recurring revenue. Its challenge was engaging and connecting with local businesses to make them aware of iExit and advertising opportunities.

**40%**

boost in users claiming their listing

**60%**

boost in purchased sponsorships when sending a two-page letter vs. a one-page letter

### Step on the gas: Hyper-local and personalized direct mail

After the initial success of a postcard campaign and some hefty A/B testing, iExit now uses intelligent, direct mail to send hyper-local and customized letters to businesses within a certain radius of interstate exits across the country.

“We needed more space for information which is how we ended up with a two-page letter, and the second page, the FAQ page, was a big turning point in boosting conversion rates. We saw a 40% boost in users claiming their listing and a 60% boost in purchased sponsorships when sending a two-page letter vs. a one-page letter.”

iExit found the road to success with intelligent, direct mail. Now it's time for you to drive results, too.

To get more great omnichannel marketing tips, grab your copy of the [Modern Marketer's Guide to Omnichannel Marketing](#)

